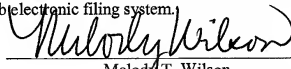


IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	
)	
Motoi Sato <i>et al.</i>)	Art Unit: 3622
)	
Serial No. 10/053,788)	
)	Examiner: Duran, Arthur D.
)	
Filed: January 18, 2002)	Attorney Docket No.: 44471/269115

For: **Scheme for Presenting Recommended Items Through Network Using Client Preference Estimating Factor Information**

I hereby certify that this correspondence is being electronically filed with the United States Patent & Trademark Office on August 20, 2007 through its EFS-Web electronic filing system.



 Melody T. Wilson

RESPONSE TO OFFICE ACTION

Mail Stop Amendment
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Responsive to the final Office Action dated May 21, 2007 in the patent application identified above, please reconsider the application in light of the appended remarks.

Amendment to Claims being on page 2 of this paper.

Remarks begin on page 10 of this paper.